



MEMORANDUM

Subject 2018-2038 Transportation System Plan (TSP) Update –
Online Workshop Data Summary

File no. CP-16-036

To TSP Project Team, Associated Commissions, City Council

From Kyle Kearns, Planner II – Long Range Division

Date August 18, 2017

TSP ONLINE WORKSHOP SUMMARY

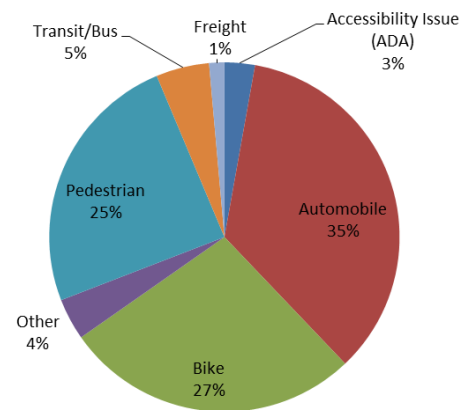
As a part of the Public Outreach Plan for the 2018-2038 Transportation System Plan (TSP) update, the Planning Department hosted an online workshop as a forum for public input. Running from June 23 - August 1, 2017 the workshop was conducted using an online application called a GeoForm hosted by Esri, a Geographic Information System (GIS) software developer. Over the course of a month and a half the City received 257 distinct comments tied to a specific geographic location within Medford. This memorandum will summarize the outreach methods, data collected, and look at the successes and shortcomings of the online workshop outreach method.

DATA SUMMARY

Participants of the online workshop were given an overview of the online workshop with directions on how to post comments. Then participants were to select one of the six transportation modes available (accessibility issue (ADA), automobile, bike, other, pedestrian, and transit/bus). Next participants selected a geographic point of where their comment applied in Medford. Lastly, participants would provide their comments about the transportation system and then submit the comment to a server that would then be accessible for Staff to review.

Comments Received – Generally

257 comments were received through the aforementioned process and an additional 34 comments were gathered through either written comments or from further analyzing the comments received bringing the total comment count to 291. The transportation mode freight was also added through further analysis.

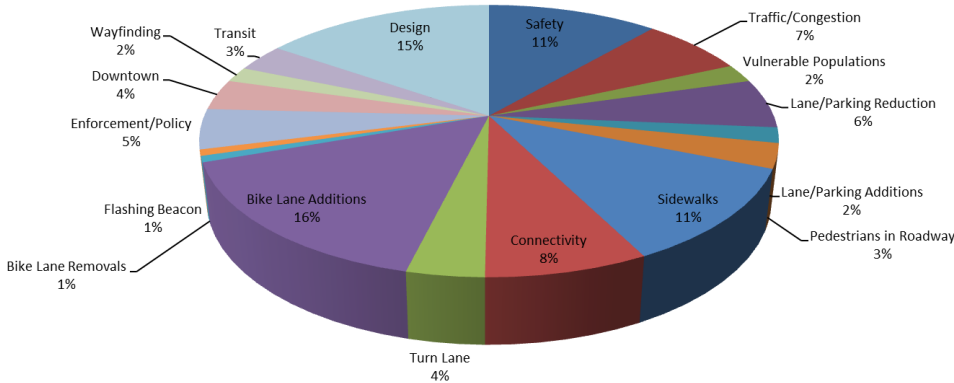


Summary of Transportation Modes Selected in the Online Workshop

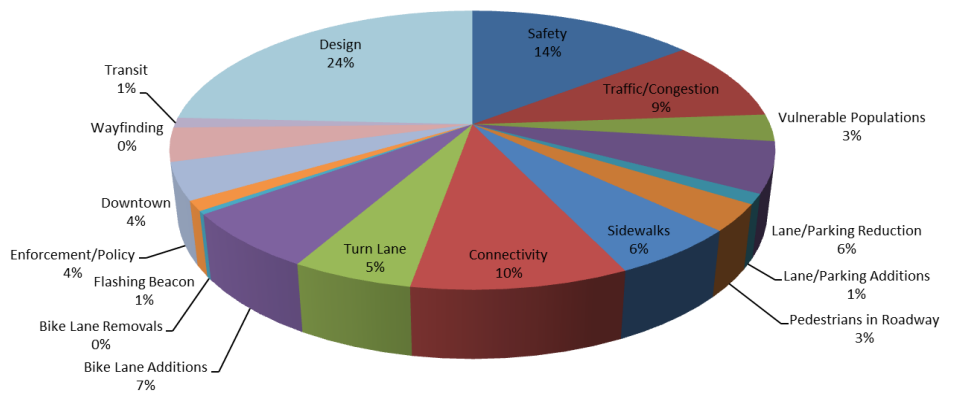
Comment Categories

Through analyzing the data Staff noticed reoccurring themes emerging throughout the 257 comments that grouped comments into certain categories. Staff outlined 17 categories, which include: safety, traffic/congestion, vulnerable populations (i.e. kids, elderly, students), lane/parking reduction, lane/parking additions, pedestrians in roadway, sidewalks, connectivity, turn lane (the need for), bike lane additions, bike lane removals, flashing beacon, enforcement/policy, downtown, wayfinding, transit, and design (specific design outcomes desired). Each comment was provided a primary category and secondary category; 21 comments did not receive a secondary category. Below is an overview of the primary and secondary categories. The additional 34 comments received were also included in the category analysis. It is important to note that data analyzed through the 17 categories is subjective and was not selected by the online workshop participants.

Primary Comment Categories



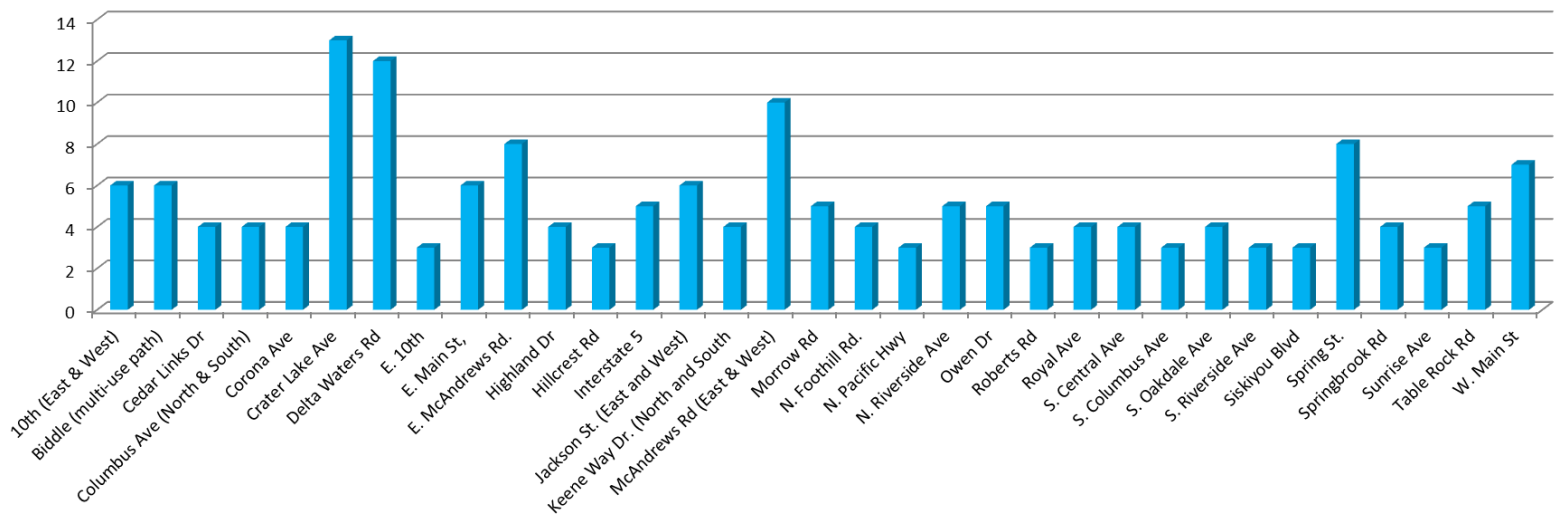
Secondary Comment Categories



Comments Received – Street Specific

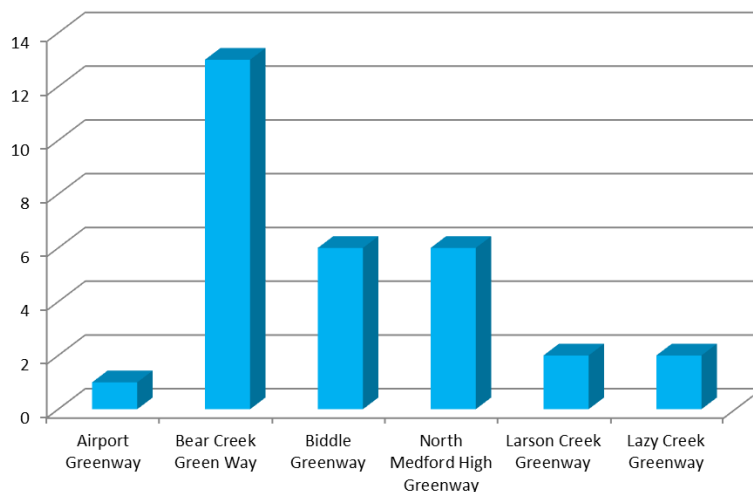
Whereas the data analysis provided for in the category analysis is subjective, analyzing the data by the frequency of the street name is objective. To highlight where problem areas exist it is important to note which streets received the most comments. Below is a graphical representation of this analysis. Staff has provided the comments received in this memo for all roadways where three or more comments were received in the exhibit “TSP Roadways 3+ Comments.” Any roadway receiving less than three comments is provided for in the exhibit “TSP Comment Data 8.1.2017” where all of the comments received can be found.

Roadway Comment Count (> 3 comments)



Comments Received – Mixed Use Path Specific

Greenway Comment Count



Similar to the data analysis using the street frequency as an indicator for areas of concern one could do the same analysis for the comments pertaining to multi-use paths. To the left is a graphical representation of the comment count for items regarding multi-use paths. The comments regarding the multi-use

paths can be found in the “TSP Comment Data 8.1.2017” exhibit under the column titled “Adjusted Street Name” and multi-use paths will be identified as such. Staff had not determined a number threshold for significance with multi-use paths as the number of comments received regarding multi-use paths was far lower than that of roadways.

Additional Analysis

Other items were added to the data collected to aid in better organization. Below is a summary of all of the additions to the data that were not a part of the original dataset or from GIS.

- **Transportation Mode Adjusted** – Added to distinguish the correct transportation mode discussed in the comment.
- **Additional Modes** – Added to incorporate other modes discussed within the comment.
- **Adjusted Street Name** – Used to ensure the correct street name was addressed in the data based on the comment provided. Items in green represent comments created from street names provided in the comment that were not tied to the geographic point that the workshop participant had selected.
- **Ward** – Used to distinguish the Ward the comment resides in.
- **Intersection** – Used to single out intersection comments.
- **Roundabout** – Used to single out roundabout comments.
- **Multi-Use Path** – Used to distinguish multi-use path comments.
- **Catergory** – Used to catergorize the comment provided
- **Secondary Category** – Used to further catergorize the comment provided.
- **Specific/Broad** – Used to clarify if the comment is broad or specific.

CONCLUSIONS

The TSP Online Workshop marks a first for the City of Medford Planning Department; as such, it also serves as an opportunity to learn and improve on the successes and shortcomings of the online forum. With the incorporation of digital media into the public process it will be important to continue with the successes of the online workshop and improve upon the shortcomings. Traditional outreach methods for long range planning projects often consist of a formal, in-person open house, often after work hours where the City must invite individuals to attend a 1-2 hour event. This proves difficult to garner attendance as often times advertisement is minimal due to staff and budget constraints and those who do attend often have direct involvement with the project skewing the data. The online workshop works outside of these silos going directly to the individual allowing one to answer questions on their own time. Below is an overview of areas for continued success and areas for improvement.

Online Workshop Successes

- Broad representation of input from each Ward in Medford
- Anonymous data gathering
- Location based data for direct input
- Easy to manage data once gathered
- Outreach lasted over a month allowing for ample opportunity for input

Online Workshop Shortcomings

- Only advertised/accessible in English
- Outreach efforts were targeted to organizations affiliated with the TSP, large regional employers, and downtown businesses only
- The only way to access the workshop was with a computer and internet
- GeoForm software is clunky and not easy to manipulate
- Lacked comments from West Medford
- Couldn't restrict comments to Medford UGB only
- No comment character length was given by Esri

Overall Staff is satisfied with the outcomes of the Online Workshop. With improved outreach methods to gain broader data 257 comments could have very easily have been over 1,000. With limited outreach to the City's networks and the City's large employers a large amount of data was still gathered. Moving forward this data can and should be used to determine project prioritization and to support decision makers and project staff in determining policy, projects, and other important items within the TSP.

EXHIBITS

TSP Roadways 3+ Comments

TSP Comment Data 8.1.2017